

**Oneida County Tourism Council Minutes**  
**May 4, 2009**  
**Rhineland Area Chamber of Commerce, Rhineland 1:30 PM**

**Present:** Romelle Vandervest, Gary Baier, Kari Zambon, Peter Wolk, Beth Poast, Terilyn Fritz, Diane Hapka, Connie Madden, Tamara Anderson(Tomahawk Chamber), Kim Swisher(Rhineland Chamber)**Absent:** Bill Neider, Dan Kuzlik,

**Guests:** Lyn Pilch, (Pilch and Barnett), Pat Dineen and Tina Werres, (Oneida County Fair), Giles Morris, (Rhineland Daily News), Samantha Hernandez,(Lakeland Times)

1. **CALL TO ORDER:** Meeting called to order at 1:33 pm by President, Hapka.
2. **APPROVE AGENDA:** Motion to approve agenda made by Vandervest/Madden. Motion carried.
3. **APPROVE MINUTES:** Motion to approve April minutes made by Wolk/Madden. Motion carried.
4. **APPROVE TREASURERS REPORT:** Motion to approve Treasurers Report made by Zambon/Baier. Motion carried.
5. **APPROVAL OF INVOICES:** Two outstanding invoices to Pilch and Barnett, \$9,100 monthly services, \$4,500 AI campaign,(Vandervest/Wolk).
6. **DATE OF FUTURE MEETINGS:** Next meeting is June 1, 2009 at 1:30pm in Three Lakes, at the Northernaire on Hwy 32.
7. **GROW NORTH / OCEDC UPDATE:** A written report was submitted by Kuzlik.
8. **ITBEC REPORT:** Baier reported that the Tourism committee had met. He was not able to attend. The full board meets next month.
9. **O.N.E. (Original Northwoods Experience) UPDATE:** Contracts between Oneida and Vilas Counties are between Brian Desmond(OC legal council) and the Vilas County legal council. The formation of a 501 C3 may be necessary. The main concerns are about who would have the rights to the brand if the contract was nullified.
10. **OCTC COMMUNITY RELATIONS REPRESENTATIVE:** Kuzlik submitted a written report.
11. **PILCH & BARNET REPORT/JEM GRANT UPDATE FOR ARTISTS INTERACTIVE:** Pilch gave a budget update. TV ads are running in Madison and the Fox Valley. Of the people in Madison, 44% will see the ads 4.4 times. These ads will be running in May and June. The Fox Valley advertising costs were much higher than Madison with only 29% penetration and 2.5 frequency., hence the decision to concentrate in the Madison area. Banner ads are running in the Twin Cities and Eau Claire. JEM Grants- AI TV ads have started on Channel 12, with print and radio also running locally. The fall JEM application, "Original Flavors", for a Fall Harvest culinary grant was turned down. JEM Committee felt it needed more creative work, based on economic impact and not enough activities. Proposal moving

forward: change to an event grant to be held in October, with consideration of a progressive dinner, to move people around the county. Other ideas included featuring wild foods, cooking classes, and floral classes. More ideas to follow in June. BINGONEIDA will be reviewed. On a positive note, the BingOneida webpage had 11,000 visits, probably mostly from out of towners. New idea is to use a similar campaign in June. On check in to lodging places, guests will be offered a Bingo card and bag with all area directories. This will encourage people to shop locally within the county. Everyone should bring area guides to next meeting to be stuffed in the bags. Pilch is working with Treasurer Madden to clear up AI reimbursements and budget. P&B will continue working on a fall event, ONE campaign and updating 2010 trail guide to include waterways.

12. **STATE TOURISM DEPARTMENT UPDATE:** Sarah Pischer sent a written report. 2007 vs. 2008 report indicated an over all increase in state sales tax collections of 2.8%, but most counties were flat or down. Oneida was up .46%, Vilas was up .29%, Lincoln was down .95%, Price was up 3.92%, Langlade was up 1.52%, Milwaukee was up 2.92%, Racine was down .7%, Dane was up 4.47, Bayfield was up 4.00%, Ashland was down 1.18%.
13. **GOVERNORS COUNCIL ON TOURISM UPDATE:** Meeting scheduled in Racine next week. Zambon reported on concerns about WIDOT regional naming and divisions.
14. **ONEIDA COUNTY RESORT TOUR:** The resort tour is scheduled for June 4th beginning at 8:30 am, with Tracy Carson from Boelter and Lincoln to be the featured speaker. Her theme will be "When the going gets tough...". The tour will start and end at The Point in Minoqua, with visits to Black's Cliff Resort and Eagle Shores, both in Hazelhurst. P&B will help with a promotional piece and email to be distributed by area chambers, and through local media press releases. Vilas County will also be included in the invitations.
15. **PUBLIC COMMENT/COMMUNICATIONS:** Pat Dineen and Tina Werres reported on the "new" Oneida County Fair. Dates are set for August 14-16 at Pioneer Park in Rhinelander. Current plans will expand beyond 4-H, with exhibits of arts and crafts, Farmers Market, rides, and live local entertainment. The Three Lakes Winery and the Brigadoon Winery (both in OC) will be participating. Cost for a booth for all three days will be \$75. Invitations will be extended to each OC community to set up information booths.
16. **ITEMS TO BE INCLUDED IN NEXT AGENDA-** Consider the commitment of \$100 membership fee in the Grow North organization, the regional economic development organization. Put the Oneida County Fair on the June agenda.
17. **ADJOURNMENT:** Motion to adjourn made by Vandervest/Baier at 3:01 PM.

Respectfully submitted,

Kari Zambon